



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

DIPARTIMENTO DI SCIENZE
ECONOMICHE E AZIENDALI
"MARCO FANNO"

via del Santo 33
I – 35123 Padova, Italy
CF 80006480281
P. IVA 00742430283

Giovanni Schiuma (University of the Arts London)

"Arts Based Management: towards a new discipline of arts in business"

Abstract

The traditional view of the relationship between business and the arts is very much a one-way affair: organizations may endorse, fund or publicise the arts but the arts have nothing to offer from a business perspective. Professor Giovanni Schiuma claims that the arts represent a powerful means by which management can enhance organisational value creation capacity and boost business performance. In the forms of Arts-Based Initiatives (ABIs), the arts can be employed and deployed for developing workforce and organisational infrastructure that can drive in turn superior value creation. Giovanni advocates the development of a new management discipline focusing on the value of the arts for business, i.e. why and how to integrate arts into organisations. He explains the strategic relevance and contribution that the arts can offer for the development of twenty-first century organizations. He situates the arts in organizations among the management resources and sources for organizational development and management innovation. Giovanni's guest lecture will draw insights from his recent book "The Value of Arts for Business" by Cambridge University Press